

Audience Identity and Needs

Primary audience: _____ (*name, title*)

Secondary audience: _____

Relationship: _____ (*client, employer, other*)

Purpose of the document: _____ (*instruct, persuade, other*)

Intended use of document: _____ (*perform a task, solve a problem, other*)

Technical background: _____ (*layperson, expert, other*)

Prior knowledge about this topic: _____ (*knows nothing, a few details, other*)

Additional information needed: _____ (*background, only bare facts, other*)

Probable questions: _____ ?

_____ ?

_____ ?

_____ ?

Audience's Probable Attitude and Personality

Attitude toward topic: _____ (*indifferent, skeptical, other*)

Probable objections: _____ (*cost, time, none, other*)

Probable attitude toward this writer: _____ (*intimidated, hostile, receptive, other*)

Organizational climate: _____

Persons most affected by this document: _____

Temperament: _____ (*cautious, impatient, other*)

Probable reaction to document: _____ (*resistance, approval, anger, guilt, other*)

Risk of alienating anyone: _____

Audience Expectations about the Document

Reason document originated: _____ (*audience request, my idea, other*)

Acceptable length: _____ (*comprehensive, concise, other*)

Material important to this audience: _____ (*interpretations, costs, other*)

Most useful arrangement: _____ (*problem-causes-solutions, other*)

Tone: _____ (*businesslike, apologetic, enthusiastic, other*)

Cultural considerations: _____ (*level of detail or directness, other*)

Intended effect on this audience: _____ (*win support, change behavior, other*)

Due date: _____

FIGURE 3.7 Audience and Use Profile Sheet For a completed profile in an actual writing situation, see Figure 4.5.